

AMENDMENT TO THE CLAIMS

Claims 1-9 (Cancelled)

Claims 10-11 (Previously Cancelled)

Claims 12-18 (Cancelled)

Claim 19 (Previously Cancelled)

Claims 20-23 (Cancelled)

24. (Currently Amended) A system for creating and delivering an opportunity to a user, said system comprising:

an access device having connectivity to a supplier advertising computer and said access device having a location indication capability;

said advertising computer executing instructions on a processor to provide a web site accessible by said user via said access device, and additional instructions on said processor that when executed:

~~determines determine~~ constraints for said access device;

~~purchases retrieve purchased~~ lifestyle view data for said user, from a firm;

~~retrieves~~ retrieve a profiled past of said user;

~~retrieves~~ retrieve current actions of said user;

~~creates~~ create a vision of core competencies of said supplier based on said access device, and said profiled past, and said lifestyle view data, and said current actions;

~~develops~~ develop an opportunity consistent with said vision by merging said vision of core competencies with said supplier's channel awareness; and

~~delivers~~ deliver said opportunity to said user via said connectivity to said access device.

25. (Previously Presented) The system of claim 24, wherein said access device is a cell phone, kiosk, personal digital assistant such as a palm top device, a laptop computer, a desktop computer, or a computer terminal.

26. (Previously Presented) The system of claim 24, wherein said connectivity is a modem, digital modem, high speed lines, or wireless connection.

27. (Previously Presented) The system of claim 24, wherein said location indication capability is a real time GPS receiver.

28. (Previously Presented) The system of claim 24, wherein said profiled past includes a demographic profile.

29. (Previously Presented) The system of claim 24, wherein said current actions includes transactions.

30. (Previously Presented) The system of claim 29, wherein said transactions include listings of purchases or payment, or returns.